

RUIDOSO NEWS

"SERVING LINCOLN COUNTY"

Vol. III—No. 30

RUIDOSO, NEW MEXICO, FRIDAY, DECEMBER 30, 1949

PRICE: FIVE CENTS

Ruidoso Roundup

By Mary Nell

The wish of the Ruidoso News for the New Year would be growth of business and prosperity in the town and Lincoln County so that we could put out a paper the size of our Christmas edition every week of the year, and we sincerely believe this time will come. Mr. Spain, Nell Parks and myself wish to extend our deepest gratitude to each and everyone who had a part in getting the paper out, and this includes almost everyone. The spirit of co-operation expressed was truly a choice Christmas present.

Roger Schenck called my house Monday night to let me know that "Sally" Father Carl Hammer's dog had had another litter of puppies, and again sought the refuge of Rev. Graves house for the occasion. Father Hammer took them home Monday afternoon.

Homer Lamb of Alamogordo took home the Beta Sigma Phi doll named "Beta" they gave away Christmas week, and had a lovely six year old daughter who was thrilled over the lovely miss and her luxurious wardrobe.

The same night at the Pueblo Theatre Chuck Milligan received the refrigerator.

Speaking of the theatre, local manager Del Jordan received the following wire from the head of his company, H. J. Griffith, "Accept my personal thanks for doing a wonderful job during Christmas week. Yours very truly", He handled the kids show, refrigerator deal, and all at the same time.

SIERRA BLANCA MY MOUNTAIN

It may have been when morning's sun
First kissed its great and lofty peaks
Or when swelled in noon-day's haze
Or against the cobal skies in bold relief.
It may have been its silhouette
Against the brilliant sunset sky
Of red, then gold, then deepest mauve
And then Behold! A star above.
It may have been when storm-
clouds fought
While lightning flashed and
thunder crashed
And raindrops fell with all their might.
It may have been when snow-
capped peaks
Resembling plates with ice-cream
heaped
Which sun-rays melted to feed the
streams
That flow across the thirsty
plains.
It may have been when harvest-
moon
Brought erie forms to majestic
heights,
That hid my cabin of the glen
While Venus quickly slipped from
sight.
I know not when possession came,
So subtle were its changing
moods;
I only know, through rain or
shine,
I'm rich indeed; this mountain's
mine.

This in itself was a lovely Christmas gift, for all lovers of Ruidoso.

Ruidoso had peak holiday crowds over Christmas weekend, many of them here for the winter sports. If weather predictions of (Continued on Page 5)

Good Skiing Said Holiday Crowds

Directors of the White Mountain Sports Association who took active part in ski run activities over the weekend and up through Tuesday of this week, were amazed at the nice crowds which came to Ruidoso over Christmas and to ski.

The snow was still good up until press time this week and for approximately 75 skiers Monday (average that is) there were 150 spectators enjoying observing winter sports at the Cedar Creek area.

Many rented skis, Ruidoso Clubhouse checked out 51 pair along, others took to toboggans, and some enthusiasts brought all of their own equipment.

The majority of the people were from West Texas towns such as Plainview, Seminole, Kerryton, Lamesa, Happy, but El Paso, Artesia, Roswell were also represented and the farthest away according to those who registered (although many didn't) was Dallas, Texas and some SMU students.

The Sports Association are now serving hot coffee, sandwiches, candy and cigarettes at the ski run for the convenience of the visitors.

Nogal Full of Legal Size Fish

Bill Humphries, District Game Warden, was in Ruidoso Monday of this week and announced that 2250 legal size trout had recently been planted in Nogal Lake and that some of the "year round fishermen," (that lake is open for fishing the year round) had been making some pretty nice catches.

The Bill Humphries family of Capitan and the Fred Riley family of Ruidoso were in Hot Springs this week goose hunting.

Notice of Change of Postal Delivery Service on and After Jan 10th,

To all Patrons residing within the corporate limits of the Village of Ruidoso, and who have been in the past receiving their Mail in Boxes along the Highway between Ruidoso and Hollywood, N. M., and said Mail being delivered by the Star Route Carrier, this is to notify you that due to instructions received from the Second Assistant Postmaster General, Washington, D. C., this service will be discontinued on January 10th, 1950.

Following is a copy of the instructions to the Postmaster, Ruidoso, N. M.

Post Office Dept.
Washington, 25, D. C.
December 20th, 1949

The Postmaster
Ruidoso, N. M.

Dear Sir:

It has been reported to this office that the carrier on star route No. 67289, Ruidoso to Hollywood, New Mexico, has been performing box delivery and collection service within the corporate limits of Ruidoso.

Patrons residing within the corporate limits of a town are not entitled to box delivery and collection service on a star route. Therefore, you should instruct the contractor to cease performing box delivery and collection service within the corporate limits of Ruidoso.

Sincerely yours,
G. E. Miller,
Deputy Assistant Postmaster
General

38 Years Service

S. M. Bostian of Ruidoso was very proud of his Christmas present from the Carrizozo Masonic group. They presented him with a tie clasp having the emblem of the order on it for good and faithful service over a period of 38 years.

Lighting Contest Winners Named By Lady Judges

Give Offering To "Tide of Toys"

Roger Schenck, District Commander of the American Legion, announced this week that plans have been announced by the National American Legion officials concerning the "Tide of Toys" for the children in occupied Europe.

This program to be carried out in the near future will provide hundreds of boys and girls, of several nationalities, in several countries, but all potential lovers of freedom and democracy, with books and toys, which they have not had in several years, or if young enough in their life.

Regardless of opinions regarding their parents, political parties, or anything directly responsible to adults, the children of those occupied countries should not be censored or blamed, the actions of those adults.

Within the next two weeks this drive will start and anyone with surplus toys new or used, is urged to give them to the "Tide of Toys" for the American Legion to send to Europe. Schenck, when commenting on the program suggested that those interested in contributing to this in the various communities can do so through their local posts and the officers of the post.

Mr. and Mrs. Claude Scroggs were in Ruidoso Christmas Eve visiting from New Braunfels, Tex. He is a newspaper man and asked for a copy of the Ruidoso News to be sent to him.

The three wise women who judged the Christmas Lighting Contest for 1949 sponsored by the Ruidoso Lions' Club proclaimed the Community Public Service Co., winner of the \$20.00 prize for the most attractively decorated business house, and Santa Claus hung upside down in the chimney found it had been worth his while.

The ladies acting as judges were Mrs. Dorothy Kirkman, Mrs. Loise Simpson and Mrs. H. K. Jones, and although Ted Bonnell, chairman of the contest committee for the Lions Club, had driven them around and around and around, they announced no decision publicly until Tuesday of this week.

In the home decorations contest first prize of \$15.00 was awarded to the Community Methodist Church of Ruidoso. They had a manger scene, the bell in the steeple painted gold and lighted, a Christmas tree, and lights all over the building, plus a record player sending the music of ever loved carols skyward.

Second prize of \$15.00 was awarded Emadair Chase for the work she did at the C. C. Chase home. The front windows and door were outlined with lights and evergreen; the large Christmas tree was visible in the front door of the living room; electric candles lighted the steps up to either side of the porch, and at the tip, top of a pine tree in the front yard by night a soft blue star seemed to hang in the dark sky.

The Dispensa home, just across the first bridge on the Alto Road after you leave the main canyon road and to the left, took third place with a manger scene, and lights, and glazed glass windows depicting Christmas scenes.

Mr. and Mrs. Harry Fairbanks also received honorable mention for their arrangement of lighted ice figures.

Anyone taking time to look over the decorations in the canyon both of business houses and homes would know it was a difficult task to judge "the best", but would feel "the spirit of this contest is better than ever before, and more people have shown interests." This is the reaction of all interested in Ruidoso; that the effort put forth has been more than usual, but repaid.

There were many more out of town people in Ruidoso for Christmas than ever before to help enjoy the lights and decorations and they will remember to say "Ruidoso was beautifully decorated for a town of its size when we spent Christmas up there."

Basketball

Basketball fans will have two nights of thrilling cage play to watch in Ruidoso next week. Monday, Jan. 2 the two Ruidoso High School teams will play the Ruidoso Independents and the newly-formed Green Tree Lumber-jacks. The first game will start at 7 p.m.

Friday, Jan. 6 the Warriors will play two games here with Cloudcroft High School. The Warriors have improved steadily since the start of the season and are due to surprise some of their opponents during the remainder of the schedule.

CANYON ECHOES

We saw all of the Donald MacKay family home over the holidays . . . Dr. MacKay from Ft. Sumner and Mrs. MacKay from California, to be with Marilyn who stayed here to go to school.

Blair Halladay took his wife, Shirley and son Terry to Los Alamos Monday of this week for her to visit with her mother, Mrs. Lum Richards there. They will come home Saturday.

The Jack Hulls at Hull's High Acres had not announced "open house" Christmas Day but enjoyed calls from about 20 local friends among them Mrs. Dorothy Kirkman and her father and mother, Mr. and Mrs. Winkle, Lee and Hazel Brittenback, Bess and Honey Bounds, and the W. D. Crosbys.

Miss Ann Hanchey of Terrell, Texas, spent Christmas and this week with the Ralph Barbers.

Major Marion J. Fuchs and family are home for New Year's with his father, A. J. Fuchs of Hildart Valley Fruit Farm down below Green Tree. He is well known to many throughout the area. Ruidolph, his brother, an art instructor at the college in Denton, Texas, was also home for Christmas.

Word has been received from Mr. and Mrs. N. C. Calvert from Dennison, Texas, stating they won't be back in their Ruidoso home until March 1. When they left here they planned on being home by January 15.

Mr. and Mrs. Lloyd Coe and two children will spend New Year's with the Tommy LaMay family at their farm on Carrizozo Flats.

Mr. Louis Spain was in Ruidoso part of this week. He and Mrs. Spain came up Christmas Eve to visit and shop and wish their friends Merry Christmas.

The Rod Johnsons had as their guests for Christmas week Mr. and Mrs. E. T. O'Neil, Mr. and Mrs. L. D. O'Neil and son Gary Lee and Mr. and Mrs. H. L. O'Neil and daughter Judy, all of Clovis, N.M., and Mrs. and Mrs. Bob O'Neil and son Donald of Long Beach, Calif., and Mrs. Nora McCuan of Portland, Ore.

Out at their airport home Mr. and Mrs. L. B. Morgan entertained Mr. and Mrs. Elmer Harrell of Panhandle, Texas, Dorothy Harrell of Roswell, and Lawrence Brown of Plainview, Texas, over Christmas weekend.

Mr. and Mrs. D. B. Morgan have left Ruidoso again . . . for another trip . . . and this time to parts unknown.

Mr. and Mrs. Esell Clarke and Cecil Wayne visited friends, Harvey and Mildred Jurdon in O'Donnell, Texas, for three days this week.

Mr. and Mrs. Jack Smith of Santa Fe, were "home for Christmas" with her parents, Mr. and Mrs. Ike Wingfield.

Mr. and Mrs. Jim Pickering took their son, Pat, into Roswell Tuesday morning for a tonsillectomy.

Jake and Ethelyn Agnew have moved from Ruidoso to Roswell where he will be employed at the El Rancho Courts there.

Mr. and Mrs. Harold Willingham of Green Tree had Christmas dinner in Ruidoso with Mr. and Mrs. Cy Leland.

Oscar Samelson spent Christmas in the Artesia Hospital with a virus infection . . . and came home Tuesday. He isn't so sure he doesn't want to go back for New Year's . . . for Christmas Day they served egg-nog twice.

The Ralph Brown family entertained Dolores Brown, Mr. and Mrs. Ernest Sammon, Mr. and Mrs. Bruce Bigler and Lynn and Stanley all of Plainview for Christmas.

Mr. and Mrs. J. F. Covey of Wilson, Texas, and twin daughters, June and Jean, were guests of the Nolan Hart family over Christmas.

Elmo Traylor, Game Warden for the Conchas District, visited in Ruidoso Monday of this week. He formerly lived here.

Ben D. Emmett, son of Mr. and Mrs. C. A. Emmett of Ruidoso, spent the holidays here. He is a student at the California College of Arts and Crafts at Oakland, Calif., and left Ruidoso Wednesday to return to the coast.

MESCALERO INDIAN CALL

By E. Pellman

Mrs. Dorothy P. Wall, who has been employed at the Mescalero Indian Agency for the past seven years, resigned from her position as accounting clerk in the Indian Service on December 12. Mrs. Wall was transferred to Mescalero from Sells, Arizona, on September 1, 1940. She joined the WAC in July 1948 and was stationed in Georgia, Oregon, California, and Washington where she was discharged. She resumed her duties at Mescalero soon after. Mrs. Wall is a Chippewa Indian and formerly made her home in Mission, California. She married Orval Wall in June 1948. Mrs. Wall has been greatly missed by many of the Indians who all regarded her as a very fine person. The office force has also missed her. Mrs. Wall is making her home at Mescalero and reports that she plans to stay home and keep house.

Bennett Carrillo, 23, son of Mr. and Mrs. Joe Carrillo died early Monday morning. His body was discovered along Highway 70 near John Hall's residence. It has been reported that he froze to death. Our sympathies to his folks.

Edgar Rounds, son of Mr. and Mrs. Gerald A. Rounds, who is attending the Wasatch Academy at Mount Pleasant, Utah, is home for the holidays.

Delos Botone went to Tularosa on December 18 to a "turkey shoot" and brought back four large birds.

Mr. and Mrs. J. F. Keeny and daughter of Orla, Texas, were guests of Mr. and Mrs. G. A. Rounds last week.

Mr. Young, Agricultural Extension Agent, reports that the cowboys have been placed in the winter camps to look after the cattle during the winter months.

Jack Deveau, son of Mr. and Mrs. C. S. Deveau, and who is attending Texas Tech at Lubbock, is home for the holidays.

Dr. Moore of Ruidoso was guest of honor at the employees club dinner and Christmas party Friday night. Miss Joyner and Miss Steger served a very fine turkey dinner. John Barrett was chairman of the decorating committee.

This year's Christmas tree cutting program resulted in the sale of approximately 8,600 trees and gave much needed employment to approximately 12 men. The program was headed by Rufus Lester under the direction of the Tribal Wood lot enterprise. Sales for trees were made over a wide area, and included the states of Texas, Oklahoma and New Mexico and several hundred trees were sold as far as Chihuahua, Mexico. Many more orders were received than were possible to fill from the Mescalero forest due to the fact that the Christmas tree cutting is primarily a thinning project.

Bert Shields is starting his third week of vacation and will be back after the 1st. Mrs. Edna Shields is with him hence Miss Pellman is reporting in her stead. Mr. Shields is often seen floating around with a \$50 Stetson, all he lacks is a cigar.

Mr. Young and Mr. Mineer report that out of all the Christmas parties and dinners held none topped the one held at the Elk Silver Day School. Mrs. Callahan and her helpers are to be complimented for the splendid dinner they prepared.

Coke Hedgecock and Wade left Tuesday morning for a fishing trip to Boquilla Dam in Mexico. They plan to return home Saturday.

Dr. and Mrs. Michael Prensky of El Paso had their cabin open for the Christmas holidays and invited many friends in Ruidoso up for "eggnog" during the time they were here.

PAT'S TAXI — PHONE 65-02

To Our Many Friends and Customers
We Say . . .

"HAPPY NEW YEAR!"
And Wish Each of You Good Health
And Much Prosperity During 1950!

We shall try to serve many of your needs during the coming year and thank you for past patronage.

HARRIS BUILDER'S SUPPLY
J. G. Harris, Owner Greentree, N. M.

ROY NELSON PLUMBING COMPANY

GAS INSTALLATION

Office in Home "Up Travis Canyon"

Phone 36-02

P. O. Box 54

Ruidoso, New Mexico

Music and Amusement Machines Cigarette Machines

Call Or See

Joe Reinhardt, Phone 45-11, Ruidoso, N.M.

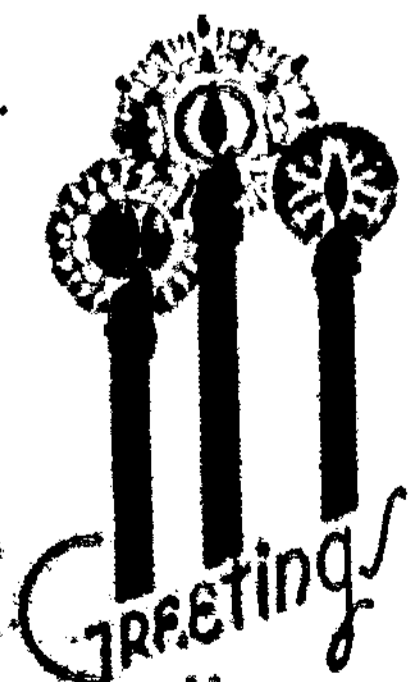
HAPPY NEW YEAR!
1-9-5-0

To Our Friends . . .
Neighbors . . . Customers

And

Thanks to All

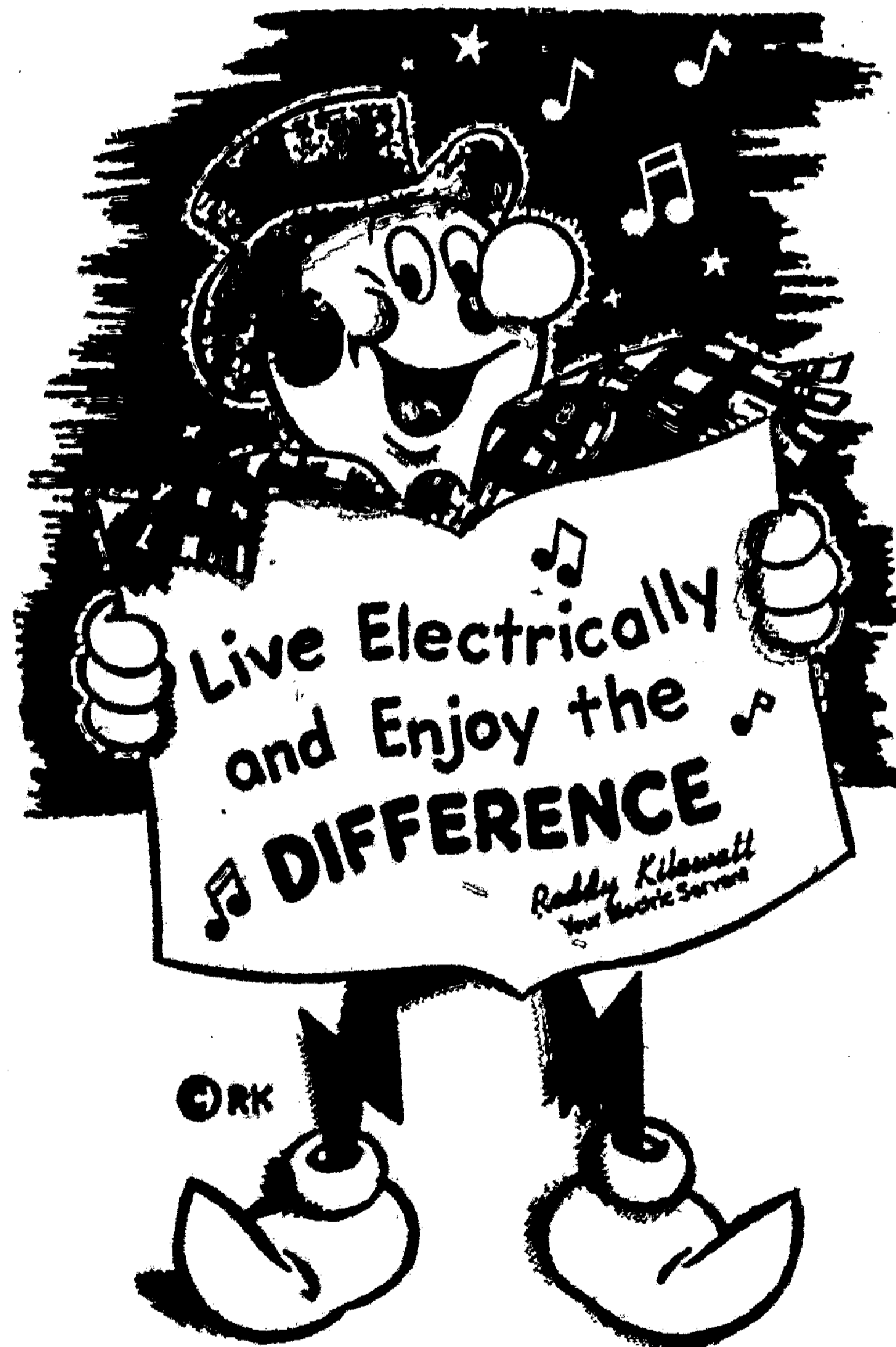
For Your Patronage



FOX MERCANTILE

Mr. and Mrs. George Fuchs and Family
GREEN TREE, N. M.

A New Year's Wish



Reddy Kilowatt and his fellow workers at Community Public Service Company send you best wishes for Good Health, Happiness and Prosperity in the New Year.

We hope that each day in 1950 will be a happy one for you and that our service will play an increasing part in making each new day a little more pleasant than the last.

COMMUNITY PUBLIC SERVICE COMPANY

Your Friendly Electric Company

CAPITAN LOCAL NEWS ITEMS

JAMES A. HIP POST NO. 57 AMERICAN LEGION

On Wednesday evening, the 21st, of Dec., a very enlightening district meeting was held in the James A. Hipp Post No. 57, American Legion Home at Capitán.

Through the efforts of the members of this Post and the cooperation of Comrade Roger Schnack, District Commander from Ruidoso, N. M., the meeting was highlighted with the presence and speaking of the Honorable Lake Frazier, Mayor of Roswell; Comrade George Dean, a Spanish American Veteran of Roswell; Mr. T. H. Moore, training officer for Disabled Veterans and Rehabilitation representative and the principal speaker of the evening Mr. Hershell Williams the Veterans Administration representative from this area, who is stationed in Roswell.

The members of this Post were proud to have Mr. Williams as their guest speaker in as much as he is the first Congressional Medal of Honor speaker ever to visit Capitán to our knowledge. We learned much from the information given

by each and every guest present. We do not want to forget that Comrade Heavy Drake from Ruidoso was also a guest at the meeting. It was continually impressed upon all present that only through unified membership power in the three veterans organizations will the problems of the veterans, particularly the disabled veterans, be properly fought for by our representatives in the national capital. We ask every veteran's support. If you are a veteran, please join all the veterans organizations you are eligible to join. Remember the lower our membership falls nationally, the less our problems will be considered should any arise. Do not wait too late. The economy drive is just around the corner and as in the past the veteran is the first to feel the cut.

The Cub Scouts of Capitán, Pack No. 7, enjoyed a Christmas party at the Grade School Gym.

The afternoon was spent in playing games and singing Christmas carols. Refreshments of hot chocolate and cookies were served by

the Den Mothers, Mesdames LeRoy McKnight and Tom Utterback, to the Cubs.

The Cub Scouting theme for the month of December was "The Other Fellow." To emphasize Cub Scout goodwill, Pack No. 7 gave a donation to the Children's Recreation Fund at Carrie Tingley Hospital, collected and repaired old toys, made gifts for parents, and made gifts for a Cub Scout gift exchange.

Christmas is now behind us and everyone has that let-down-but-relieved feeling. It seems that everyone in Capitán either had company or spent Christmas out of town.

Mr. and Mrs. L. W. Clark had relatives from California, Arizona and Oklahoma with them through the holidays.

The LeRoy McKnight family and W. H. Ferguson family spent Christmas with Mrs. Fritz at her ranch home. All of Mrs. Fritz's children were home for Christmas.

The Travis Werner family along with the Rex Werners of Tularosa, Ralph Werner's of Albuquerque and Robert Werners of Carlsbad spent Christmas at their cabin on the Ruidoso.

Mr. Huey and family went to Mountainair to spend Christmas with Mrs. Huey's parents.

Mr. and Mrs. William Luck are home with his parents for the holidays.

We hated to hear of the death of Hugh Bancroft's mother. Hugh and family were with her at the time of her death.

The L. D. Sparks Christmas could have so easily ended in grief Monday evening. The Sparks had been gone from home and on their return discovered their house afire. The alarm was at once turned in and due to the alertness, speed and good training of the Fire Department little damage was done.

HONDO NEWS

Most of the Hondo residents spent Christmas Day quietly at home. Everyone enjoyed a big dinner and the companionship of friends and relatives.

Miss Lucia McTelgue was home from State College for the holidays. Mr. Monroe Sanchez from Highlands University was also home for Christmas.

Mr. and Mrs. J. M. Montes had their children and many grandchildren at home on Christmas Day. Santa Claus arrived unexpectedly in the afternoon and added much merriment and laughter to the occasion.

Betty and Bill Shrecengost arrived from Albuquerque on Christmas Eve and spent the night with Betty's parents, Mr. and Mrs. Bert Pfingsten. Christmas Day they all went to Roswell and had dinner with Bill's parents, Mr. and Mrs. D. J. Shrecengost.

Mr. and Mrs. Leo Joiner had as guests for Christmas dinner, Mrs. Joiner's brother, Leonard Hall from Ancho, and another brother Virgil Hall and family from Capitán. Mrs. Virgil Hall was unable to be present as she was entertaining a new addition to the family at St. Mary's Hospital in Roswell. The baby boy arrived at noon on Christmas Eve and has been named Linas Virgil.

Holiday visitors in the Valley during the holidays included Mr. and Mrs. Allie Stover from Tularosa, and Mr. and Mrs. Dimmitt Bond and children from Corona.

The Misses Jean and Barbara Hester are spending the holidays with their parents, Mr. and Mrs. S. G. Hester.

Miss Elna Buchanan and Otho Buchanan, daughter and son of Mr. and Mrs. E. G. Buchanan, are here for the holidays. Both are students at N.M.A.&M. at State College.

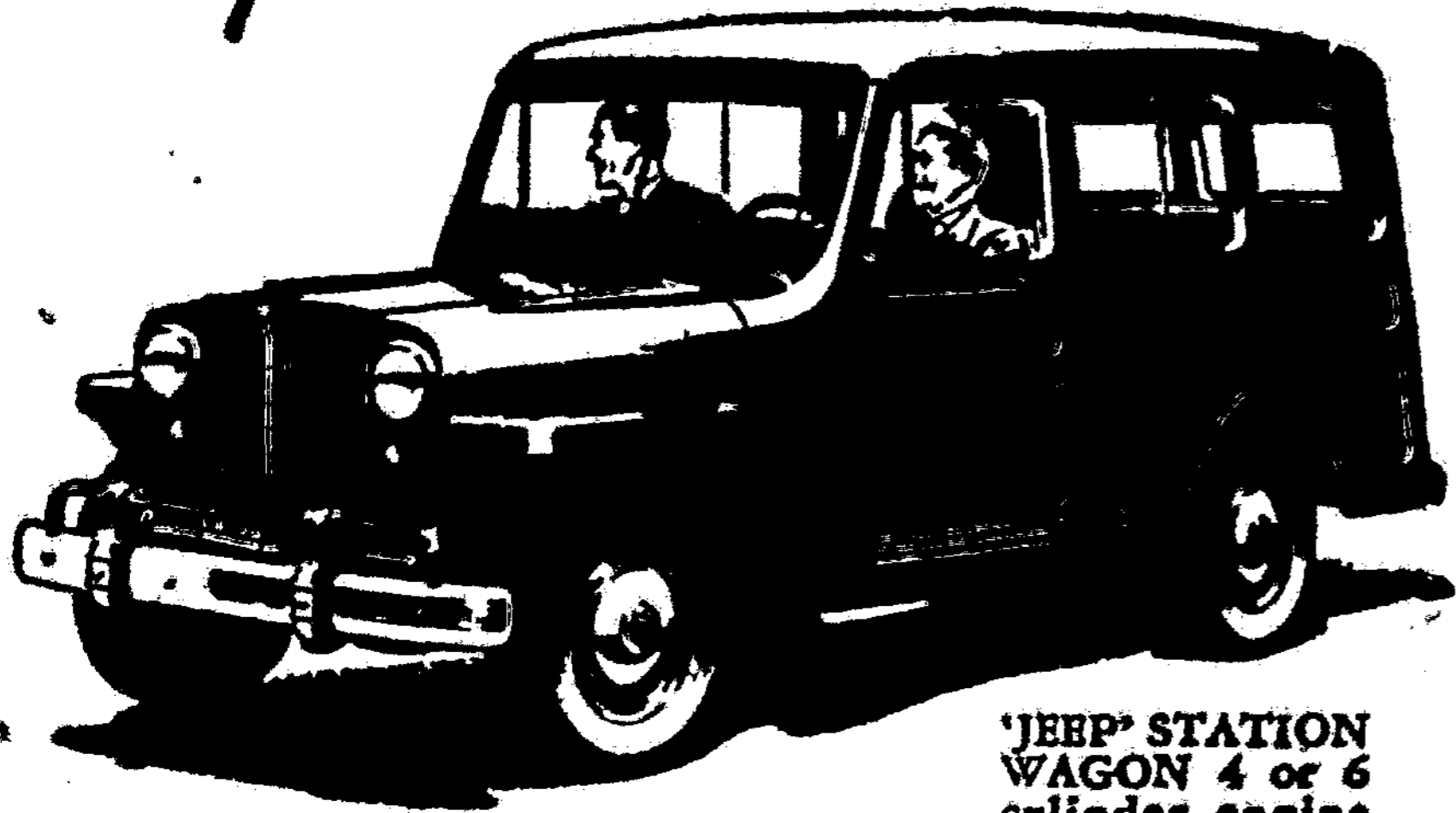
Mr. and Mrs. Lewis Clark had as their guests for Christmas Mr. Clark's parents, brother and niece from Texas.

Lincoln County Agency Citizens State Bank of Vaughn

Member Federal Deposit
Insurance Corporation

Carrizozo, New Mexico

*More for your money -
Smooth Passenger Comfort
plus Big Hauling Space.*



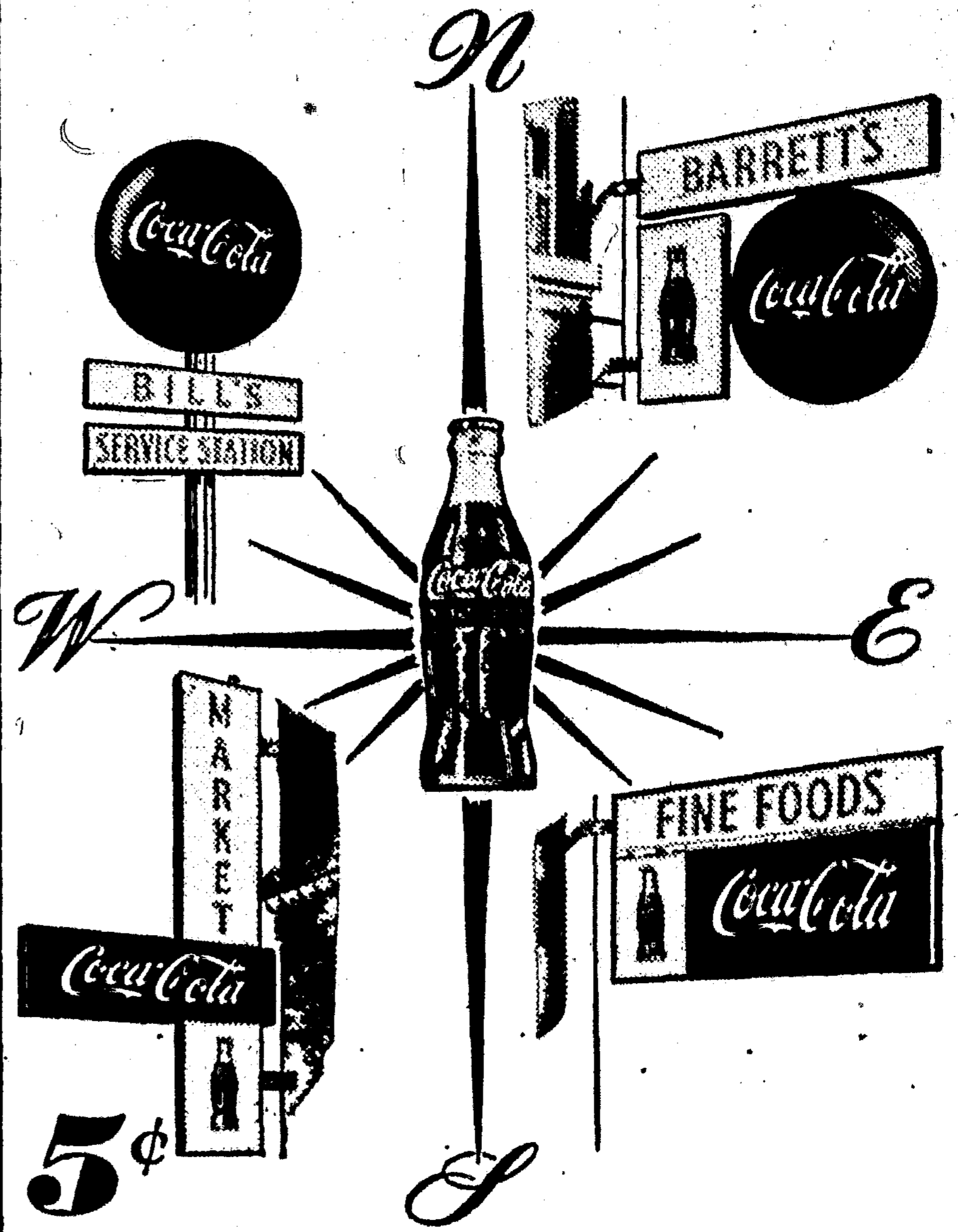
'JEEP' STATION WAGON 4 or 6 cylinder engine with overdrive.

You get more usefulness in a 'Jeep' Station Wagon . . . as well as more miles per dollar. It rides six adults in smooth comfort—and seats are easily removable to provide big cargo space. With its sturdy all-steel body and washable upholstery, the 'Jeep' Station Wagon is practical for every use. Its thrifty engine, with overdrive, will give you mileage to brag about. See it now.

'Jeep' Station Wagon ZUMWALT'S AUTO SERVICE

Phone 55
CARRIZOZO, NEW MEXICO
"A Rancher's Best Friend Is His Jeep"

Around the Corner from Anywhere



BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
MAGNOLIA COCA-COLA BOTTLING CO.
Coca-Cola Building, Yandell Blvd. at Birch, El Paso, Texas
© 1948, The Coca-Cola Company

WOOD FOR SALE!

The Mesclero Tribal Woodyard Has
FOR IMMEDIATE DELIVERY

4 Ft. Cord Lengths

Juniper & Oak
\$11.00

Pine & Fir
\$10.00

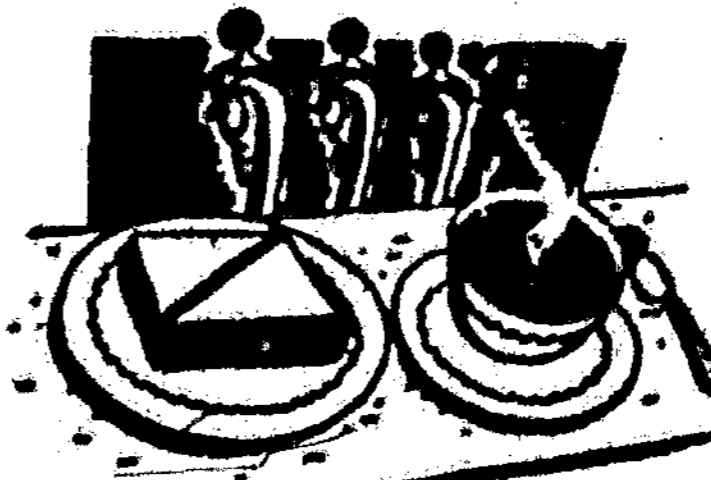
Delivery to Ruidoso and Surrounding Area can be made for \$5.00 per load or portion thereof. Load average 2½-3 Cords.

ORDERS MAY BE PHONED TO THE AGENCY
THRU RUIDOSO RANGER STATION (via Bradley Elginmouth)

ON YOUR WAY On Hiway 54 To or From El Paso

STOP

For Refreshments



HO-MADE SANDWICHES
REAL CHILI
GOOD COFFEE
COLD SOFT DRINKS

BEER - LIQUORS - WINES

TOM'S PLACE

OROGRANDE, N. M.

HOWARD EPPERS

RUIDOSO NEWS

Serving Ruidoso and Lincoln County

LOUIS R. SPAIN Publisher
MARY NELL BARBER Editor
NELL PARKS Local News

Entered as Second Class Matter at the Post Office, Ruidoso, New Mexico, under Act of March 30, 1879

Subscription \$2.50 per year in advance

Profits And Progress

Shortly after the war, when it became apparent that demand for oil products would reach incredible amounts, it was widely forecast that the country faced a major oil shortage. Yet that shortage never occurred—there were temporary dislocations, but they were quickly corrected. No one suffered seriously for lack of oil.

Why didn't we have a shortage? The answer to that is found in the oil industry's ability to adjust itself to changing conditions, and its willingness to spend huge sums of money for improvement and expansion. And further, being a free industry it did not have to wait for political action and congressional appropriations before it could move.

The post-war experience of just one oil company can be used as an example. Between July 1, 1945 and July 1, 1949—four short years—this single concern spent \$244,000,000 to expand its production, refining, marketing, research and transportation facilities. That works out to \$167,000 a day.

Another highly important fact is that 82 cents out of every dollar of its postwar profits has gone for rebuilding, modernizing and expanding its facilities and building up inventories. As the company's magazine puts it, "This money has been available largely because stockholders—including 5500 employees—are willing to forego larger dividend returns." In other words, more than 80 per cent of the profits went, not to the owners in cash dividends, but into physical things that bettered the company, and enabled it to meet the demands of its customers. That is an excellent illustration of how profits serve the whole nation.

An Incentive To Business

Secretary of Commerce Sawyer has indicated that he will urge President Truman to recommend repeal of the war-time excise taxes. The secretary is quoted as saying, "There is no doubt that repeal . . . would be an incentive to business."

That is a highly encouraging statement, coming as it does from an official of Cabinet rank. The excise taxes were strictly emergency measures. They were designed to curtail production of so-called non-essentials during the war, not only to raise revenue. A similar tax was also placed on train, plane and bus tickets, in order to discourage avoidable travel, and is still in effect.

These taxes apply to goods and services which aren't considered luxuries by millions of Americans. Cosmetics, leather goods, furs and similar items are used by most of us, and are necessities in many cases. Travel is also a necessity, for reasons of business, health and recreation. This country prides itself on high living standards, and the excise taxes definitely harm those standards.

Experienced retailers and manufacturers are convinced, moreover, that the taxes have had a strong adverse effect on the sale of affected goods. An additional 20 per cent on the price of some item is often the difference between making a sale and not making a sale. And when sales are retarded for any reason, employment also lags.

From the point of view of government revenue, the excise taxes are not important. The emergency that created them has been over for years. Their repeal would be in the direct interest of consumer, worker, manufacturer and retailer.

We are worried about Uncle Charley. He went hunting and we are afraid he disagreed with something that ate him.—Anonymous.

MESCALERO INDIAN CALL

By Edna Shields

For the past week Mr. Robert Ovie's parents of Racine, Wisconsin, have been visiting.

Have just heard that Mrs. McCray, widow of former Supt. McCray, died in her home in Phoenix.

Jackie Deveau drove from Texas Tech at Lubbock in time to meet the storm at Hondo—blinded by driving snow he made it at four a.m. He will spend the holidays with parents, the C. S. Deveaus, until his school opens Jan. 3.

Jack Quast from A&M is also home for Xmas and New Years Day.

Wednesday night the hospital Xmas tree went up (or down) in flames—due to a short in a plug.

Supt. and Mrs. John Crow returned from Phoenix Thursday night; daughter, Emily stayed with the Leland Carls while her parents were away.

Elbys Niache, Mr. Chris Niache's daughter, who is employed in Los Angeles, is home for the Yuletide.

The young son of Mr. and Mrs. Freddie Peralto died Dec. 14—grandson of Mr. John Allard.

Saturday night the folks living at the Employees' Club had a Xmas supper and party, nurses, Miss Joyner, Miss Becker and Miss Stegar; Mr. and Mrs. Leo Kanseah, and Johnnie Barrett, perhaps others I can't recall.

Mr. and Mrs. Evans Isteo have a new baby girl, Carol, born December 17.

Sgt. Phillip Ahldy from Ft. Sill, Oklahoma, is here for you know what.

Mr. David Mills is back on the job after a quite vacation spent mostly at home. He appears rested enough to throw up a couple or three houses next month.

"Cousin" Henry Shields (known by some of his friends as "Block") and wife of Elk Silver were looking things over Wednesday.

Henry sent word to Santa to bring an electric pop-up toaster.

Fleta Baldonado and Mable Betts will spend a couple of days in Alamogordo visiting Mr. and Mrs. Charles Tomkins. Mrs. Tomkins is the former Mrs. Bessie Gottlieb.

More Echoes . . .

Mr. and Mrs. G. M. Reading and Ed Reading of Odessa, Texas, came up to spend Christmas in the Reading cabin. Afterwards they left for Ft. Worth where they planned to take a special train to New Orleans for the Sugar Bowl game New Year's Day.

Sally Christian, home and feeling much better, had Christmas dinner for the Jess Midlands and Pop Simpson.

STATE OF NEW MEXICO COUNTY OF LINCOLN NOTICE OF SALE OF REAL PROPERTY ON WHICH TAXES ARE DELINQUENT TO SATISFY THE LIEN FOR TAXES, PENALTIES, INTEREST AND COSTS DUE TO WHOM IT MAY CONCERN:

Notice is hereby given that on the 16th day of said month, 1950, in the office of the County Treasurer in Lincoln County, New Mexico, commencing at the hour of 10:00 a. m. and continuing from day to day for a period of five days, unless all property delinquent for taxes shall sooner be sold, the undersigned County Treasurer by virtue of the power vested in him by law will offer for sale at public vendue to the highest bidder for cash the lands and lots or parts of lots on which taxes are delinquent for the year 1949, and prior years, if any, as shown by the tax rolls of said year and prior years, unless the amount of taxes, penalties, interest and costs due be paid before sale.

WITNESS my hand this 12 day of December.

MAUDE F. ESHOM, Treasurer of Lincoln County, Carrizozo, New Mexico.

CERTIFICATE OF POSTING
 I, Maude F. Eshom, County Treasurer of the County of Lincoln, State of New Mexico, do hereby certify that the above notice of sale of real property for delinquent taxes was duly posted in my office the 12 day of December, 1949, and remained so posted until the 16th day of said month, 1950.

Witness my hand this 12 day of January, 1950.
 MAUDE F. ESHOM, Treasurer of Lincoln County, Carrizozo, New Mexico.
 Dec. 16-23 Jan. 6-13-20

CHURCH CALENDAR

Church Of The Open Bible
 Nondenominational and Fundamental
 Mrs. Bertha E. Kirk, Minister
 Sunday School—9:45 a. m.
 Morning Worship—11:00 a. m.
 Midweek Service—7:30 p. m.

Community Methodist Church
 Ruidoso, New Mexico
 H. L. Graves, Pastor
 Training Union—6:30 p. m.
 Church School—10:00 a. m.
 Junior Choir—7:00 p. m.
 Evening Service—8:00 p. m.

St. Matthew's Episcopal Mission
 Rev. O. J. Rainey, Vicar
 Service: Every second Sunday, 10:30 a. m., Navajo Lodge.

St. Eleanor's Catholic Church
 Ruidoso, New Mexico
 Rev. Carl Hammer
 Sunday Mass—7:00 a. m.
 Sunday Mass—9:00 a. m.
 Weekday Mass—7:30 a. m.

First Presbyterian Church
 Claude D. Peake, Pastor
 Services every Sunday—11:00 a. m.
 American Legion Hall, Ruidoso, New Mexico.

Trinity Methodist Church
 Carrizozo, New Mexico
 Harry L. Webb, Pastor
 Church School—9:45 a. m.
 Church Worship—11:00 a. m.

Community Methodist Church
 Capitan, New Mexico
 Rev. Harry L. Webb, Pastor
 Church Worship—9:30 a. m.
 Church School—10:45 a. m.
 Thursday each week at 7:30 p. m. in homes.

Ft. Stanton Church Of Our Redeemer
 Ft. Stanton, New Mexico
 O. J. Rainey, Vicar
 Services First and Third Sundays—10:30 a. m.

Sacred Heart Catholic Chapel
 Fort Stanton, New Mexico
 Father Jules Molins
 Sunday Mass—9:00 a. m.

Corona Baptist Church
 Prayer Service, Wednesday, 7:30 p. m.
 San Patricio Catholic Church
 San Patricio, New Mexico
 Father Carl Hammer
 Sunday Mass—11:00 a. m.

First Baptist Church
 C. W. Thomas, Pastor
 2 Blocks From Post Office On Alto Road.
 Sunday School—9:45 a. m.
 Morning Worship—1:00 a. m.
 Training Union—7:00 p. m.
 Evangelistic Service—8:00 p. m.
 Prayer Service, Wednesday—8 p. m.

Sacred Heart Catholic Church
 Capitan, New Mexico
 Father Vito C. de Baca
 Second and Fourth Sundays—11:30 a. m.
 First Thursdays.

St. Joseph's Mission
 Mescalero, New Mexico
 Father Marclan Bucher
 Sunday Mass—10:00 a. m.
 Weekday Mass—6:30 a. m.
 Saturdays—7:30 a. m.
 Holy Hour each month before the first Friday of the month.

First Baptist Church
 Green Tree, New Mexico
 O. F. Stanford, Pastor
 Sunday School—9:45 a. m.
 Morning Worship—11:00 a. m.
 Training Union—7:00 p. m.
 Evening Service—8:00 p. m.

Hondo Catholic Services
 Father Vito C. de Baca
 Hondo, New Mexico
 First Sunday—12:00 noon.
 Fourth Thursday—9:00 a. m.
 Meetings in homes.

Corona Presbyterian Services
 L. S. Markham, Pastor
 Sunday School—10:00 a. m.
 Church Services 2nd and 3rd Sunday at Legion Hut—7:30 p. m.
 4th Sunday—11:00 a. m.

St. Anne's Chapel, Episcopal
 Glencoe, N. M.
 Rev. O. J. Rainey, Vicar
 Services 2:00 p. m. first and third Sundays of the month.

St. John's Catholic Church
 Lincoln, New Mexico
 Father Vito C. de Baca
 Second Thursday Monthly—10:00 a. m.
 Third Sunday—11:00 a. m.

Church Of Christ
 Bro. Gadberry, Pastor
 Church Of Christ Building
 Sunday School and Bible Study, 10:00 a. m.
 Morning Service—11:00 a. m.

HAPPY NEW YEAR!

And Plan to Spend
 New Year's Eve
 At Our Big Party

Open House . . . 7:30 to 9:00 P. M.

FREE EGGNOG

DAVIS
 BAR and CLUB

The First National Bank Of Roswell

ROSWELL, NEW MEXICO
 ESTABLISHED IN 1890

USE OUR BANKING BY MAIL SERVICE

"A HOME INSTITUTION"

Member Federal Deposit Insurance Corporation

BEN ROY

BOOKKEEPING and
 TAX SERVICE
 Box 186 Ruidoso

FOR SALE

BLACKLEG BACTERIN
 NO. 66 SNEAR
 JUNIOR POSTS
 OAK WOOD

The TITSWORTH CO.



THE

Buckaroo
 COCKTAIL LOUNGE
 Ruidoso, New Mexico

FORT STANTON NEWS ITEMS

By FRANK SMITH

Mr. and Mrs. Bill Brown are spending the long holidays at the home of Bill's parents who celebrated their golden wedding anniversary during the Yuletide Season.

Words of praise and commendation are due the El Paso Printing Company for the excellent job done on the Christmas edition. Louis Spain and Mary Nell Barber sure did a "swell" job of make-up.

Frank Coe Boyce or Buddy to most, made a mysterious trip back East. I wonder if the "promising young attorney's" mystery wears skirts?

Thanks a lot for the many kind expressions and good wishes for my speedy recovery.

I had hoped to have had a real bright childish saying uttered during the holidays to add to this column.

Jean Sanchez came home for the holidays, having received leave from the Hotel Dieu. Jean gave a helping hand, playing the harmonium for the group of carolers who did a nice job with their renditions.

Mr. and Mrs. Ed White made a shopping trip to El Paso Wednesday. They stayed overnight and Ed told me that he had a real good night's rest, not having to turn out for an emergency.

Gertrude M. Monahan left the Fort for a few days vacation in El Paso and vicinity—car trouble at Tularosa caused a change and several days were spent at Tularosa and Alamogordo where she stated that shopping and diversions from nursing duties were surprisingly interesting.

Miss Pat Page had to take a few days off to get rid of a very bad and annoying cold.

Christmas Eve with the visit of Santa Claus, his helpers, and the carolers made a welcome respite in

the usual staid run of affairs in the hospital. Lawson D. Fish playing the role of Santa was ably assisted by Dr. Roy E. Whitehead and Bill Merrall.

Heard that Janet McKim resigned and went back to Carlsbad.

A well-written article by Helen Whitehead on the Christmas celebration at the Fort appeared in Sunday's El Paso Times. The light and whimsical style of writing makes me want to see more from the same pen.

Reverend O. J. Rainey and Steve Teleky were a busy pair when they made their gift-giving trip through the hospital.

A great deal of credit is due Barbara Howes and her helpers, Mike Muscat and Sven Barlund for their tireless efforts in seeing that every patient had a Christmas gift.

If you wish to get the News each week, subscribe for a year and keep up with all the County news.

Dan Storm of Glencoe came over for a visit on Monday. Dan took the part of "Buckshot" Roberts and I was his voice in the Lincoln Pageant back in August.

J. L. Slaughter of El Paso, Texas, with the fire department there, spent part of Christmas week in Ruidoso. He is a frequent visitor here.

Ruidoso Roundup

(Continued from Page 1)
Some are true we will have new snow over unmelted old at the ski run for New Year's weekend, and here's hoping there are many visitors up to take advantage of it.

One of the loveliest Christmas cards the Ralph Barbers received

was from Mr. and Mrs. F. L. Mehlihop of Dexter, N. M. It carried the traditional greeting of "Best Wishes for a Merry Christmas and a Happy New Year" above their name, a most outstanding picture taken from their cabin Casa del Cerro here in the canyon of snowcapped Baldy and the following poem composed by Mrs. Mehlihop.

PAT'S TAXI — PHONE 65-02

REAL ESTATE
PAUL H. DOUGLAS
Phone 59-03 Res. 20-21
In Post Office Block
RUIDOSO, N. M.

NEW YEAR'S EVE!
"Ring Out The Old... Ring In The New!"



At Our Annual Party
Dancing to Music By
Ray Reed

Favors and Everything For a Real New Year's Eve

The Navajo Club and Bar

Ruidoso, New Mexico
Also Visit Our "Frontier Room"

O'KELLY
MODERN
CABINS
Downtown
Ruidoso

R. H. ANDERSON LUMBER CO.
HOLLYWOOD, NEW MEXICO

"Quality Merchandise At Fair Prices"

MR. and MRS. R. H. ANDERSON

WE WISH YOU ALL A HAPPY NEW YEAR!

And thank you for the part you played in making our business so successful in 1949. Without your cooperation and patronage we could not have enjoyed this business... and we shall do our best to serve your needs even better in 1950 than we did in 1949!



May the Peace and Joy of the
Holiday Season Be With You
All Throughout...

The New Year

"Mead's Fine Bread"

B. F. WILLIAMS

Ruidoso Agent

ANNOUNCING...

**OUR ANNUAL
END-OF-THE-YEAR SALE!**

*Drastic Reductions On
Our Finest Merchandise*

Dresses — Shirts — Blouses — Sweaters
Skirts — and Other "Odds and Ends"

STARTING DEC. 30th THRU JAN. 5th

KAY MASON'S

Next to Ruidoso Post Office

**NEW YEAR'S
GREETINGS!**

To Customers And Friends—
And Every Good Wish
For A Prosperous 1950!

RUIDOSO GAS CO.

GEORGE WESTALL

Phone 27-03

RATU Group Has Dinner Party

Members of the 4183rd Reserve Army Training Unit met at the home of Pete Breese, commanding officer of the unit, last Thursday night. After the regular meeting the members and their wives were served a chicken dinner by Mrs. Breese, and enjoyed card games.

Mr. and Mrs. Breese left this week for Leavenworth, Kansas where he will attend the Army Command and General Staff College for three months. Joe Hawkins assumes command of the local unit during Breese's absence.

Meeting nights of the unit are the second and fourth Thursdays monthly at 7:30 in the Ruidoso High School. Veterans interested in joining the unit are invited to attend one of the regular meetings or to contact Hawkins at Sacra Bros. in Ruidoso.

Christmas Dinner For Houseguests

Christmas Day Mr. and Mrs. Ted Sutherland were host for a dinner party honoring their houseguests for the holidays, Mrs. C. R. Jeteris of Tularosa, N. M.

Other guests for the occasion included Mr. and Mrs. George Crom of Alamogordo, Mr. and Mrs. M. S. Cole of Ruidoso, and Mr. and Mrs. J. W. Bounds of Ruidoso.

Notice

The Ruidoso Chapter No. 65 of OES have an open installation of officers at 8 p.m. Thursday, Jan. 5th at the Ruidoso High School Library. Everyone is urged to attend.

**Be Sure—Insure
Fire—Theft—Auto**

**C. E. NESS
GENERAL INSURANCE
Fort Stanton, N. M.**

PAT'S TAXI — PHONE 66-02

GLENCOE NEWS

Mr. and Mrs. Wayne Phillips and Mr. and Mrs. Ira Stagg from Oregon visited in the home of Mr. and Mrs. Wilbur Coe and with Mrs. Anne Titsworth. Tuesday evening Louise had a lovely dinner for them, with an evening of singing and reminiscing, which Anne and I enjoyed with them. Next day they left for Roswell to visit friends and from there to Florida for the winter.

Mr. and Mrs. Davis are leaving for their home in Oregon, after a visit with their daughter and family, Mr. and Mrs. LeRoy Perry.

Mrs. J. V. Tully, Sr., has been with her children in El Paso during the holidays.

The carol singing at St. Anne's Christmas Eve was enjoyed.

The Jones family had a Christmas party and dinner with many friends in Mr. and Mrs. Clifford Casey were with them and in the evening, Mr. and Mrs. Elliot Jones, Paul and Mr. and Mrs. Casey came to Bonnell's for music and cards.

Mr. and Mrs. Elzy Perry, Jr., of Ruidoso, invited Mrs. Helena Lucas, Nellie Ruth, Anne and I for a lovely dinner, (Betty is a good cook and they have a cute home), from there we all went to the Navajo dance and had a pleasant evening, many friends were there.

Mr. and Mrs. Elzy Perry, Sr., had a big Christmas dinner but a few of the children were missing. The grandchildren were very happy after Santa's visit.

Mr. and Mrs. Wilbur Coe went to Roswell for Christmas Eve, to be with friends and relatives there but back to mother's for dinner there, not all the family there but most of us. The Rev. and Mrs. Rainey and their lovely daughter were there and in the afternoon we had a communion service for mother.

Mrs. Anne Titsworth has gone to El Paso to visit relatives and enjoy the Sun Carnival.

The Ralph Bonnells had their children with them and Gladys Allison over the holidays. The two babies add a lot of joy.

Wednesday, Dec. 28, the Hondo-Ruidoso Valley Extension Club will meet at the Community house with luncheon served at Bonnell's. A holiday dance is planned for the evening, also at Bonnell Ranch.

Misses Jean and Barbara Hester are home for the holidays but will be returning to their work soon. Jean to Lubbock, where she is teaching and Barbara to the University of Arizona.

Mr. Storm was expected home for a visit with Mrs. Storm and Dan. Hope to see him at the party.

CLASSIFIED ADS

Your classified ads are solicited and appreciated, by mail and over the counter. Rates are 15c per line, (count five words per line) and the minimum charge is \$2.00 per ad, so use at least 20 words and get best results.

FOR RENT: 2 bedroom house furnished. See Ocie Hages, Gateway Courts, Ruidoso.

FOR SALE—Refuse from rock crusher \$1.00 a load. Edna C. Shierenberg, "La Huerta", Glencoe, New Mexico.

FOR SALE—Allis Chalmers Model B tractor with two-way plow, cultivator, and lister-planter. New condition, Zumwalt's Auto Service. 1947 CJ-2A-Jeep, 20,000 miles, excellent mechanical condition, good tires, \$825.00. Zumwalt's Auto Service.

FOR RENT: 2 bedroom modern winterized cabin. 3 room cabin, modern and winterized. Both in downtown location. Accessible all winter. Very reasonable. Johnson's Grocery, Ruidoso.

FOR SALE—Modern home, good garage, 12 months of the year. Good living. Priced to sell. Furnished. Would consider lease yearly basis. A. A. McGhee, 2118 30th St.—Lubbock, Texas Phone 20018.

FOR SALE—Portable record player, windup style, like new, Philco battery set, console type radio, excellent reception. Write Box 4, Corona, N. M.

LOST — Dec. 3, 1949 at Double Crossing between Capitan and Lincoln one small Daschhund black female dog. Answers to the name of Betty. Left ear down. Right ear stands up. Front feet tipped in brown. Nose frosty gray and under collar. Reward \$15.00 for information. Telephone collect L. J. Miller, Roswell, N. M. McGuire Bros. Garage.

Mr. and Mrs. L. G. Beard have been visiting Mrs. Beard's brother, at Hollywood, from Vernon, Texas, during the holidays.

Lodge Notices

RUIDOSO I. O. O. F. NO. 15
Ruidoso, New Mexico
Regular meeting every Thursday night, 7:30 p. m. Visitors welcome. Wingfield Hall.

LOUIS M. SMITH, N. G.
ELMO VAUGHN, Secy.

RUIDOSO REBEKAH NO. 31
Regular meeting night, first and third Monday nights, 7:30 p. m. Wingfield Hall. Visitors welcome.
RUTH LONG, N.G.
DORA PERRY, Secy.

Clayton Richner & Son

Licensed

General Contractors

Office at Starlite Cabins

P. O. Box No. 4

Ruidoso, N. M.

Personalized
Residential
Building

Commercial
Construction
Of Any Kind

HAPPY NEW YEAR!

And we shall continue to make every effort to serve you satisfactorily in 1950

CLEANING — PRESSING
TAILOR MADE CLOTHES

LANE'S CLEANERS

Pickup Phone 26-03 Delivery

CHECK WITH US FOR



JIM'S AUTO SERVICE

Phone 31-03 Downtown Ruidoso

JOHN EMDE

General Contractor
Commercial and Home Building

Experienced — Well Equipped

Inspect Our Work—See Homes Under Construction
In Cree Meadows Addition.

RUIDOSO, N. M.

Phone 61-11 Write Box 1652

Nob Hill Restaurant

PALMER GATEWAY ADDITION

Ruidoso, New Mexico

DINING ROOM SERVICE

SPECIALIZING IN

CHICKEN — STEAKS — SANDWICHES

Serving Only First Quality Grade A Food

OPEN YEAR' ROUND 11 A. M. to 9 P. M.

CLOSED ON MONDAYS

Ruidoso Realty Company

In Ruidoso 25 Years

EMADAIR CHASE
Local Agent

Lots For Sale or Lease in the
Village of Ruidoso or up
Cedar Creek

OSTEOPATHIC
PHYSICIANS

W. D. Horton—
—D. E. Snyder

GENERAL PRACTICE—
X-RAY

PHONE 62-02

Across From
Wagon Wheel Motel

GET IT NOW!



Skyland Auto

O. A. Luallin-A. W. Luallin

Phone 59-03

TIME



QUALITY GROCERY & MARKET

R. A. Bennett

Vida Bennett

More Echoes

Mr. and Mrs. Roy Anderson spent Christmas in Amarillo and Lubbock visiting friends and relatives.

Mr. and Mrs. Bud Campbell were guests of the J. L. Reynolds family in Monahans, Texas over Christmas. They plan to spend New Year's in El Paso with Mr. and Mrs. Reynolds and will take in the Sun Carnival festivities.

Ann Hill is returning this weekend from a two weeks visit with her grandparents, Mr. and Mrs. B. F. Hill in Louisiana.

Mr. and Mrs. H. E. Harkness of Hot Springs, N. M. spent Christmas in Ruidoso with their daughter and her family, the Bill Hagees.

W. D. Cameron of Amarillo was in Ruidoso the middle of this week visiting around. He had formerly lived here for two years, in 1934, and this was his first trip back since then, and he was certainly amazed at the way the town and surrounding area had built up.

This week the Ruidoso Lions Club Telephone Committee, Al Vaughn, chairman; Dick Ratliff,

Lynn Butler and Bill Hart, announced after their regular meeting Tuesday night that there will be a mass meeting held at the Ruidoso Grade School Gym, Monday night, January 9th for the purpose of explaining and discussing a cooperative telephone system for the area connected with the R.E.A. This action results from recent legislation in Congress appropriating twenty-five million dollars to begin with.

The Lions Club, sponsoring the action, urges everyone to attend this meeting for some of the officials of the R.E.A., including Wilbur Coe of Glencoe, a director, and P. B. Hendrix of Cloudcroft will be here to present data necessary to organize this cooperative and to obtain this franchise.

Those working out details for this telephone cooperative have set the approximate figures for potential users at 1000 to cover Lincoln County, Otero County and part of Eddy County.

At the meeting January 9th application blanks will be presented at the meeting for those who want to sign up on the cooperative system.

Mescalero Election Results Told

The Mescalero Apache Indians went to the polls Tuesday, December 27th to elect a new Business Committee for 1950-51 and members for the Tribal Court for 1950. Two hundred and ten, over half, of the qualified voters were on hand and others were unable to get into Mescalero because of road conditions over the Reservation.

The Business Committee chosen to run the monetary affairs of the entire tribe, will be Andrew Little, 92 votes; Rufus Sago, 87 votes; Eric Tortilla, 83 votes; Samson Miller, 78 votes; and Gregory Sago, 74 votes.

The Tribal Court, equivalent in power to County Court, will have as members Martin Blaks, 99 votes; Solon Sombrero, 93 votes, and John Tahnito, 83 votes.

PAT'S TAXI — PHONE 65-02



THE PAUL REVERE LIFE INSURANCE CO.

WALLACE H. FERGUSON
Lincoln County Agent
Phone Capitan 11-04
ACCIDENT • HEALTH • LIFE

When You Need Printing—Call The News



**Wishing You A
HAPPY
NEW YEAR!**

and we're sure you'll have it in Homes contracted and constructed by our firm.

BONNELL'S

HARDWARE-BUILDING SUPPLIES



We Start This New Year
With A Sincere Thanks In
Appreciation For Past
Business...

And Hope We Can Continue
To Serve You In 1950!

RUIDOSO DRY GOODS

GLADYS and NOLAN HART

THE TITSWORTH CO., INC.

Capitan, New Mexico

General Merchandising — Ranching and Farming

HAPPY NEW YEAR!



To Our Wholesale
And Retail Customers
Throughout Our
Trade Territory

**MAY WE CONTINUE TO SERVE YOU
IN 1950!**



Wishing Our Many
Patrons and Friends
Throughout the Area

**A
HAPPY
NEW YEAR!**

SACRA BROS.

of
Lincoln County

Ruidoso, N. M. Capitan, N. M.
Joe Hawkins, Agent

**CENTRAL
BAR and GRILL**

Sponsors of the
"CENTRAL BAR & GRILL" FUTURITY
for 2-year-old Quarterhorses
every Spring at Hollywood Park

1950 WILL BE THE BEST

TED & TOMMY
Ruidoso, New Mexico

HAPPY NEW YEAR

Every year when Old Father Time moves on to make way for young Master New Year, most folks look to the future with a feeling of anticipation and excitement. What the future holds no one, of course, knows; but to most "it's going to be the best one yet."

That same thought can apply to a county also. The past year has been a good one for most of the people here and for the country as a whole. But even so, we're looking forward to greater success and progress in 1950. With this feeling of optimism prevailing all over the country, it is impossible for our United States to go any way but forward. Our county, in its own way, plays an important part in this scheme that has always made America the greatest country in the world. Each one of us, through our sincere belief that the American way

of life means more than all else, contributes much to the initiative and success that makes the United States what it always has been and always will be.

Yes, the coming New Year holds a great deal in store for us all, and it's up to each individual to grasp every opportunity and make the most of it.

The starting of the Fifth New Year after the last World War still sees the world in a turmoil. Let's make this one the Year of Lasting Peace. Millions all over the world are depending on us to do this. They're depending on us to make their future years happy years. Through our prayers and the voicing of our opinions, happiness can once again become a reality to those who look up to our country and our people. Let's make every minute of 1950 count.

CARRIZOZO

Miller's Place
El Cibola Hotel

TINNIE

L. L. Mason
Hondo Valley Garage
(Frank Titsworth)

CAPITAN

Rusty Anchor Bar
Provine Bros.
Continental Oil Co.
(Jimmy Palmer)
Hall's Drug Store
Tower Service Station
(Johnny Phillips)
Virgil's Garage
(Virgil Hall)

SAN PATRICIO

San Patricio Trading Post
(The Tom Babers)
Mr. and Mrs. Ben Sanchez

EAST HONDO

Gallagher's Cafe, Phone 2
(The Jess Gallaghers)
Bradley Bros. Garage

GLENCOE

La Huerta
(Mrs. Edna Shierenberg)
Buckhorn Courts
(Cliff and Jean Casy)

FT. STANTON

Ft. Stanton Store
(Mr. and Mrs. Carl Ness)

LINCOLN

Giles Trading Post

PICACHO

"The" Fred P. Bowser Co.

HOLLYWOOD

Armstrong's Store
(The Cooks)
Thompson's Cafe,
Service Station & Garage
Texaco Station
(Mr. and Mrs. Jack Easley)
Hollywood Inn
(Kenny and Loretta Smith)

GREEN TREE

The Pioneer Club
Mr. and Mrs. Harold Willingham